

Deloitte.

WISCONSIN
75

Powering economies,
strengthening communities

2026



Introducing the Wisconsin 75

On behalf of Deloitte, I am honored to congratulate the distinguished companies named to the 2026 Wisconsin 75.

In a rapidly evolving economic landscape, Wisconsin's largest privately held companies have once again demonstrated resilience and strategic foresight. Collectively, this year's honorees employ 286,877 professionals and generate \$235 billion in aggregate revenue, marking a robust 4% year-over-year growth. These figures are not just metrics; they represent a major economic engine driving progress, prosperity and stability across our entire state.

Under our program theme "Powering economies, strengthening communities," we celebrate your ability to turn macroeconomic challenges into opportunities for sustainable growth. From accelerating digital transformation to strategically integrating Generative AI (GenAI), Wisconsin's private sector is proving to be a leader in innovation and workforce empowerment.

We also proudly recognize our 2026 Distinguished Performers for their extraordinary leadership and achievements across our core pillars: community, culture, innovation, leadership and sustainability.

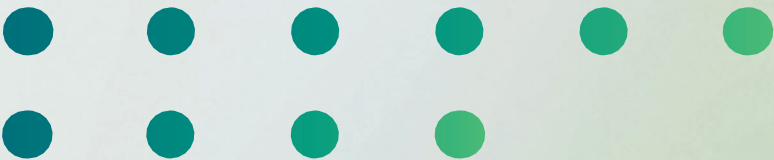
Your continued commitment to investing in local talent, optimizing operations, and fostering inclusive growth provides a blueprint for enduring corporate citizenship. We are proud to team with you and look forward to celebrating your ongoing contributions to Wisconsin's business legacy.

Sincerely,

P.J. DiStefano
Wisconsin Managing Partner
Deloitte LLP

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Keynote speaker and panelists



Ira Kalish
Chief Global Economist
Deloitte Services LP

Dr. Kalish is the chief global economist of Deloitte. He is a specialist in global economic issues as well as the effects of economic, demographic, and social trends on the global business environment. He advises Deloitte clients as well as Deloitte's leadership on economic issues and their impacts on business strategy. In addition, his numerous presentations to corporations and trade organizations cover topics related to the global economy. He is widely traveled—to date with presentations in 47 countries on six continents. He has been quoted by the *Wall Street Journal*, *The Economist*, and *The Financial Times*. Ira holds a bachelor's degree in economics from Vassar College and a PhD in international economics from Johns Hopkins University.



Jon Langenfeld
CFO/Chairman of Global Equities
Baird

Jon Langenfeld serves as Baird's chief financial officer and is a member of the firm's Executive Committee. In this role, he oversees the firm's financial management and strategic investment activities, helping guide Baird's long-term growth and capital allocation.

He previously served as head of global equities and earlier as director of research. He continues to provide guidance across the firm's equities platform in his role as Chairman of Equities.

Since joining Baird in 2000 as an equity research analyst, Jon's career has spanned numerous firmwide and business unit strategic roles, including extensive experience working directly with institutional clients and corporate management teams. He currently serves on the firm's Private Equity Investment Board, Baird UK Board, and the Human Capital and Finance Committees. He is also executive sponsor of Ascend, Baird's Associate Resource Group focused on supporting and advancing women.

Jon is also actively engaged in the community and currently serves on the board of the United Performing Arts Fund (UPAF). His previous board service includes Cristo Rey Jesuit High School and Marquette University High School.

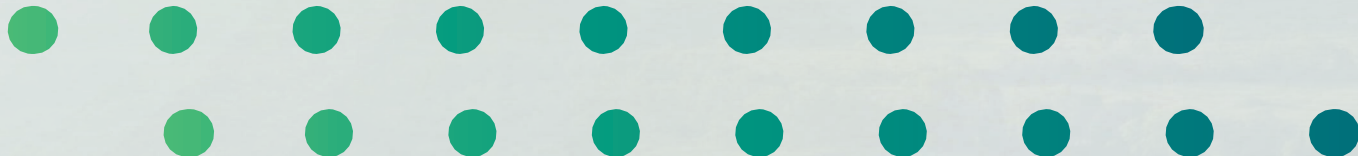


Dale Kooyenga
President & CEO
Metropolitan Milwaukee Association of Commerce (MMAC)

US Army Officer (MI/CA)
United States Army Reserve

Dale Kooyenga serves as president and CEO of the Metropolitan Milwaukee Association of Commerce (MMAC), where he works closely with business leaders to advance economic growth, talent development and public policy priorities across the Milwaukee region. Prior to leading MMAC, Dale served as both a Wisconsin state representative and state senator, earning a reputation for bringing a practical business perspective to public policy. He is also a lieutenant colonel in the United States Army Reserve and serves on staff for the Joint Chiefs of Staff.

Dale is a CPA, holds an MBA from Marquette University, and received his bachelor's degree from Lakeland University, where he played collegiate basketball. Throughout his career he has been committed to strengthening Wisconsin's economy, expanding opportunity, and developing future leaders. Dale and his wife, Jennifer, live in Brookfield and are the proud parents of four children.



Local business *trends*: 2026 Wisconsin 75

For the 24th year, Deloitte is recognizing Wisconsin's 75 largest private companies.



The WI75 employs more than

286,000
people

Driving Wisconsin forward:

\$235B
in 2025 revenue
generated by the Wisconsin 75



Thriving in a *dynamic* economy

Wisconsin's private sector is looking forward with strong momentum. An overwhelming 88% of the Wisconsin 75 report high confidence in their success over the next 12 months, driven by operational efficiencies and strong customer demand. This optimism is backed by a major surge in revenue expectations, with 81% of the Wisconsin 75 anticipating top-line growth (up from 67% last year).

Executive confidence remains a powerful driver of growth across the Wisconsin 75. By pairing operational excellence with a clear strategic focus, companies are successfully managing market volatility and charting a steady path forward.

To what extent do you expect the following key metrics of your business to change over the next 12 months?

Capital investment	2026	2025
Decrease	2%	12%
Increase	29%	29%
Stay the same	69%	59%

Price	2026	2025
Decrease	0%	2%
Increase	79%	76%
Stay the same	21%	22%

Profits	2026	2025
Decrease	6%	12%
Increase	48%	45%
Stay the same	46%	43%

Cost of goods	2026	2025
Decrease	0%	2%
Increase	79%	88%
Stay the same	21%	10%

Revenues	2026	2025
Decrease	5%	10%
Increase	81%	67%
Stay the same	14%	23%

Productivity	2026	2025
Decrease	0%	2%
Increase	78%	76%
Stay the same	22%	22%

Which of the following factors are most influencing your outlook for the next 12 months?

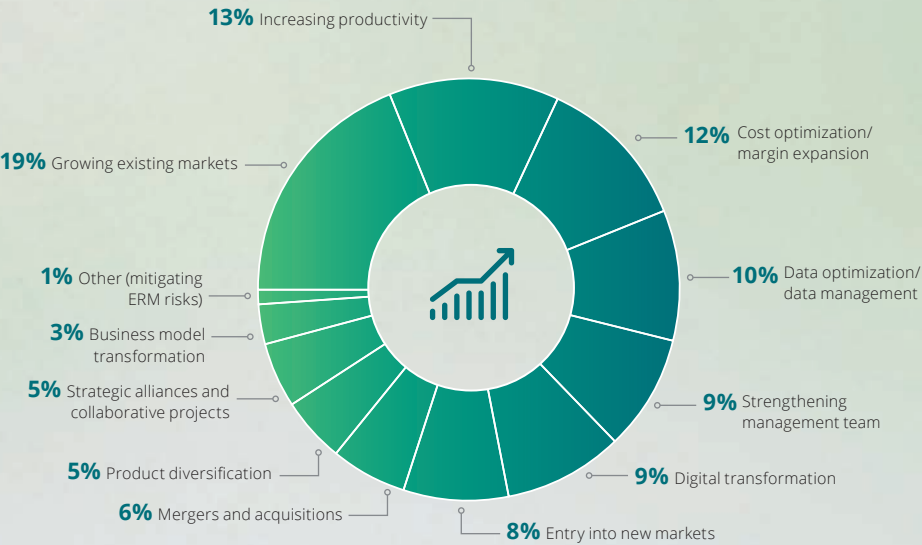
Operational efficiencies	30%
Strong customer demand	25%
Strong financial position	16%
Market expansion	16%
New product/service launches	13%

The economic outlook of the Wisconsin 75 has shifted dramatically toward growth. Executive expectations of robust US economic growth (3%–5%) have nearly doubled to 42%, while fears of an economic contraction have virtually vanished—dropping from nearly 13% last year to just 1.7% today.

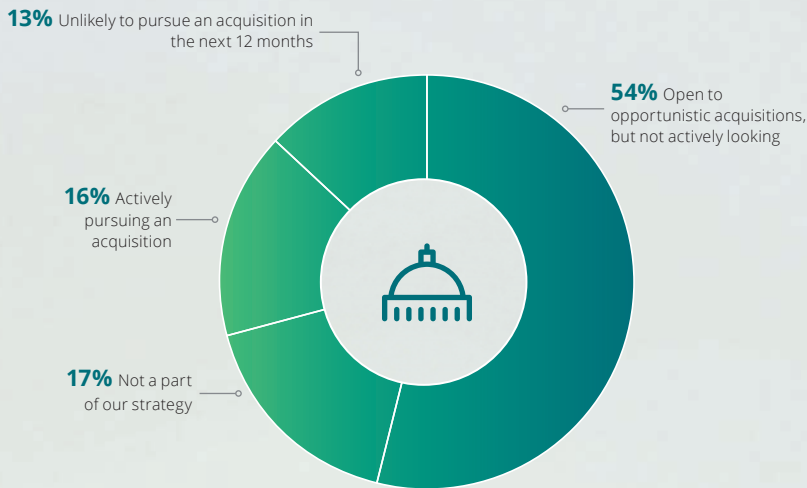
What is your level of confidence in the success of your company in the next 12 months (based on revenue, profitability and growth potential)?



With your economic outlook in mind, what are your company's main growth strategies over the next 12 months?



What is your company's strategy regarding making acquisitions in the next 12 months?



Operational spotlight: Supply chain sophistication

The Wisconsin 75 have evolved their logistics strategies. Rather than relying on expensive and brute-force “just-in-case” inventory stockpiling—which fell to just 5% (down from 10% last year)—companies are investing in long-term agility:

- Strategic risk management: Formal mitigation and risk planning strategies doubled to 26% (up from 13% in 2025).
- Flexible logistics: The adoption of adaptable shipping and logistics solutions more than doubled to 16% (up from 7% in 2025).

The takeaway: By replacing emergency stockpiles with flexible logistics and formal risk structures, Wisconsin's leading private businesses are running leaner, more resilient supply chains.

Transformation in action— tech as a growth engine

Digital modernization is becoming more critical, with a staggering 88% of Wisconsin 75 companies currently executing digital transformation initiatives (up from 81% last year). The strategic focus has shifted from cost cutting toward improving customer engagement (30%). Reflecting this forward-looking mindset, artificial intelligence (AI) has officially overtaken cybersecurity as the #1 tech investment area, commanding 21% of planned tech budgets.

Have you undertaken or are you in the process of undertaking digital transformation?

	2026	2025
In process now	88%	81%
Yes, finished	6%	14%
Not considering at the time	6%	5%

The technology investment priorities of the Wisconsin 75 reflect a decisive move toward the future of work. By pivoting toward automation and artificial intelligence, business leaders are laying the groundwork for a highly agile, data-driven operational model that enhances productivity across all divisions.

What was the key driver behind your company's digital transformation?

	2026	2025
Improving customer engagement	30%	23%
Minimizing expenses/cost reduction	19%	29%
Increasing the volume of goods/services being sold	15%	14%
General upskilling of employees	15%	5%
Strengthening management capability	13%	5%
Ongoing cybersecurity management	8%	5%
Improving Inventory management	0%	5%
Other	0%	14%

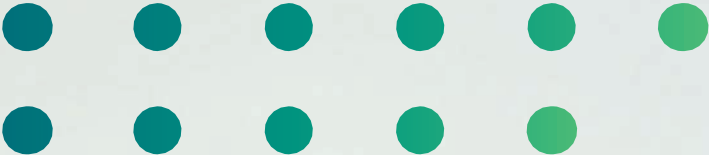
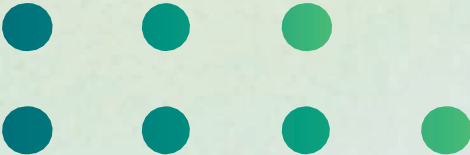
What investments in technology, if any, is your company most likely to make in the next 12 months?

	2026	2025
Artificial intelligence (AI)	21%	17%
Automation of business processes	17%	17%
Data analytics/Business intelligence	17%	18%
Information security (cyber intelligence)	16%	22%
Customer relationship management (CRM)	12%	9%
Cloud computing/Software as a Service	9%	14%
Robotic process automation	5%	N/A
Internet of Things (IoT)	2%	2%
Other	1%	1%

Two paths of *emerging* tech

The Wisconsin 75 are navigating emerging technologies on two very different paths. While Generative AI has rapidly graduated from pilot testing into a core corporate strategy, blockchain and digital assets remain sidelined due to a lack of clear business utility. This contrast highlights a defining trait of the Wisconsin 75 cohort: investing strictly in practical, proven business value rather than market hype.

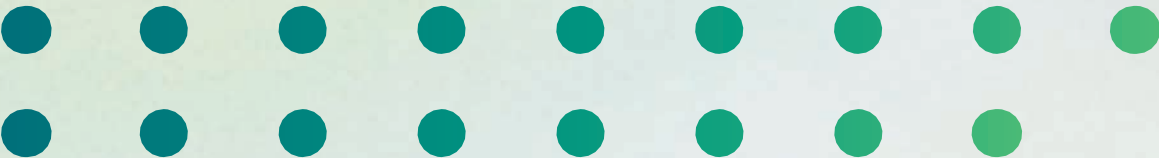
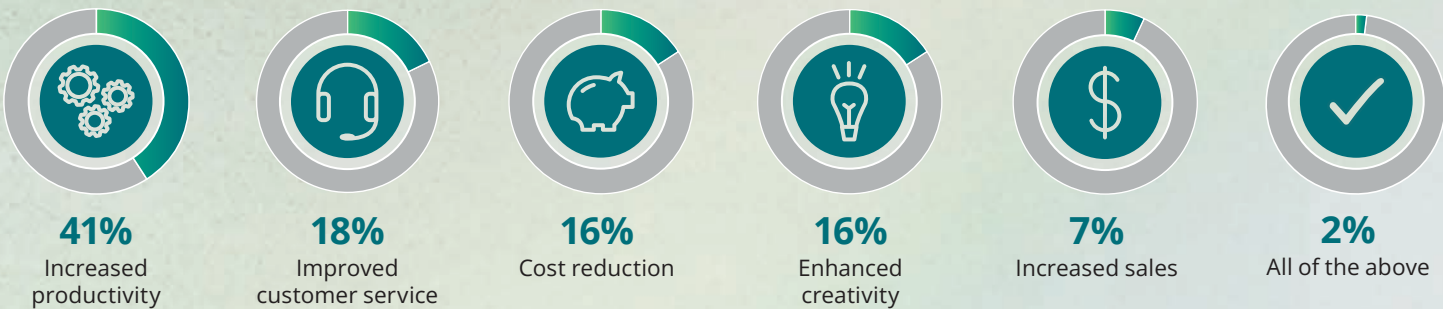
Path 1: The AI acceleration (Strategic & Active)	Part 2: The blockchain reality check (Cautious & ROI-driven)
57% of companies are now incorporating GenAI directly into their corporate strategies—more than doubling last year's 24%.	85% of companies report absolutely no plans to use digital assets or cryptocurrencies in their operations.
Only 3% of leaders are still just “reading and talking” about GenAI, down from 16% in 2025.	47% of executives state that a lack of a clear business case or ROI is the single greatest barrier to adoption.
The verdict: AI is being rapidly commercialized because its practical business benefits are clear and accessible.	The verdict: Wisconsin businesses maintain a “wait and see” approach until clear use cases emerge.



From pilots to performance— how Wisconsin 75 companies leverage *GenAI*

The competitive advantages enabled by Generative AI are becoming visible across many aspects of Wisconsin 75 business models. By using AI to simultaneously drive cost efficiencies, support service delivery, and spark employee innovation, organizations are building a highly modern and resilient foundation for growth.

What practical benefits has your organization experienced or expects to experience from GenAI?



Cultivating leaders and strengthening workplace *culture*

To support growth, hiring momentum is accelerating with 58% of Wisconsin 75 companies planning to increase full-time head count (up from 52% last year). Reflecting this expansion, employee retention has surged to be the #2 workforce priority at 21% of companies, with their goal to protect talent investments. Additionally, companies are successfully future-proofing their pipelines, with 40% rating their leadership development programs as very effective.

To strengthen economic and talent development, the majority of survey respondents recommended that local governments focus on five key areas:

- Align education programs with local industry needs
- Attract companies through incentives and by working with trade groups
- Build a talent pipeline for businesses/match skills with demands
- Ensure that the city's business tax structure is competitive with other cities outside of Wisconsin
- Work on workforce development and job creation for under-skilled individuals

Which of the following statements best describes your company's current hiring plans over the next 12 months?

	2026	2025
We plan to increase full-time head count in several areas	58%	52%
We plan to hire on a limited basis for specific skill sets	14%	16%
We plan to maintain current head count	25%	32%
We plan to decrease head count	3%	2%

As hiring plans accelerate across the Wisconsin 75, leaders are placing an intense strategic focus on the post-hire life cycle. By pairing aggressive headcount growth with a deep commitment to employee experience and retention, organizations are ensuring that their workforce expansions are built to last on a stable, supportive foundation.

What will be your company's top three workforce priorities over the next 12 months? (Select top three)

	2026	2025
Employee experience	23%	26%
Retention	21%	13%
Career development	18%	26%
Training/Reskilling	16%	16%
Organizational transformation	9%	7%
Well-being	8%	6%
Compensation	3%	3%
Other (talent management)	1%	2%
Change the nature of work	1%	1%
Diversity, equity, & inclusion	0%	0%

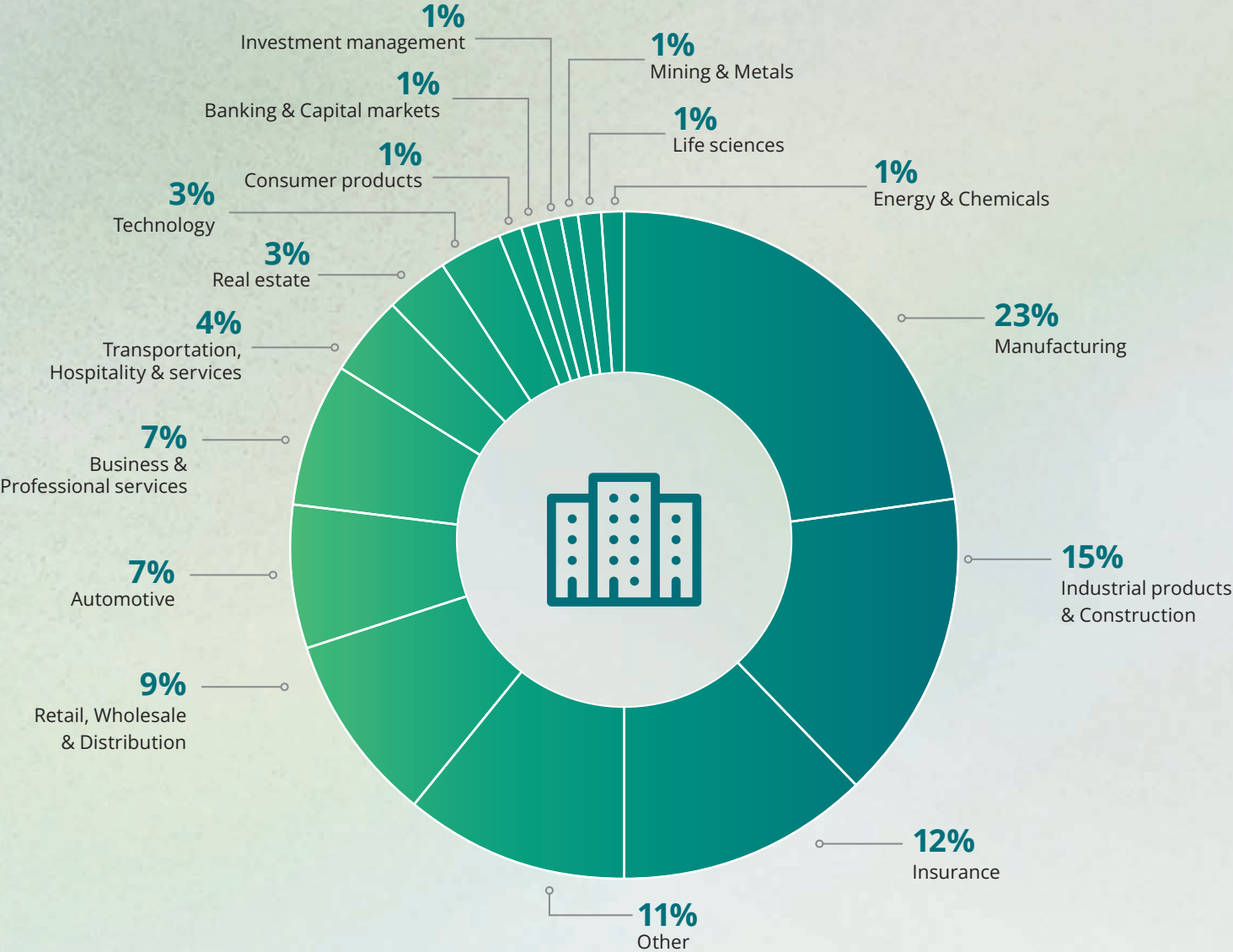
How effective are your current leadership development programs in preparing future leaders?

	2026	2025
Very effective	40%	37%
Somewhat effective	43%	46%
Neutral	16%	14%
Very ineffective	1%	3%

Future readiness is defined by the strength of an organization's leadership pipeline. Wisconsin's private sector is proving highly proactive in this domain, heavily investing in robust development programs to help ensure that emerging leaders are fully prepared to navigate tomorrow's complex market landscapes.

Industries

What is your company's primary industry?





2026 Distinguished Performer *Awards*

Over the past 24 years ...

102

companies have
received *Distinguished
Performer Awards*
selected by an
external panel

29

companies have received multiple
Distinguished Performer Awards

ABC Supply Co.

American Family Insurance

Ashley Furniture Industries, LLC

Baird

CG Schmidt

Creative Group, Inc.

Green Bay Packaging

Hunzinger Construction Company

Husco

Johnson Financial Group

JP Cullen

Kwik Trip

Masters Gallery Foods, Inc.

Menasha Corporation

Miron Construction Co., Inc.

Northwestern Mutual

Promega

QPS Employment Group

Quad

Rockline Industries, Inc.

Sargento Foods Inc.

Schneider

Sentry Insurance

Serigraph, Inc.

Standard Process Inc.

The Boelter Companies, Inc.

The Boldt Company

TruStage

West Bend Mutual Insurance Company



Commitment to sustainability

The Commitment to Sustainability award recognizes a sustainable corporation that balances economic growth and environmental management.



Inclusive culture

The Inclusive Culture award recognizes an individual or company that demonstrates a commitment to fostering an inclusive culture—helping people to thrive and reach their potential.



Next-gen leadership

The NextGen Leadership award recognizes a company that has successfully transitioned to next-generation leadership, ensuring continuity and future growth.



Community champion

The Community Champion award recognizes a company's efforts or business choices that focus on giving back to the community.



Innovation

The Innovation award recognizes an individual or company whose efforts have been exceptionally entrepreneurial while positively impacting the success of the organization.



2026 Distinguished Performer: *Commitment to sustainability*

Findorff

Findorff has been Wisconsin's Top Green Builder since 2020. In April 2026, we launched our first-ever sustainability report, a comprehensive look at sustainability efforts in 2025 across projects, company operations, and community involvement.

Projects

The inaugural report itself was innovative for Findorff, as were many of the featured advancements: hybrid equipment, lower-carbon materials and reduced emissions on aligned jobs. Providing clients with resources on tax credits for solar and geothermal helps offset costs, leading to greater savings over time. In one example, the project team leveraged \$600,000 in grants for a Madison nonprofit.

These measures, among others, helped position several Findorff-built projects for LEED certification in 2026. Marquette University's Wellness + Helfaer Recreation Center achieved LEED certification earlier this year, and Morgridge Hall—a University of Wisconsin–Madison building that houses the brand-new College of Computing & Artificial Intelligence—received LEED v4 Platinum.

Company operations

Our commitment to sustainability doesn't start and end on a jobsite: we continually enact sustainable measures across our company. In 2025, Findorff rolled out an electric vehicle program for two superintendents with significant job travel. The sustainability team also completed its first-ever carbon inventory, providing deeper insights to our overall impact. Findorff's Prefabrication Shop and Yard utilize solar and became a net-zero electric campus in 2025.

People & Community

Giving back to our community is a core Findorff belief and extends to our engagement in sustainability. Findorff employees participated in tree plantings and monthly trash pickups, led school tours at sustainable jobsites, and facilitated or were involved with 12 sustainability workshops or panels in 2025. We are passionate about sharing resources and insights to grow our collective knowledge in sustainability.

2026 Distinguished Performer:

Community champion

West Bend Insurance Company

For more than 130 years, West Bend Insurance Company has believed that strong communities are built through service, generosity and lasting partnerships. Community involvement is not a separate initiative at West Bend—it is woven into the company’s culture and reflected in the actions of its associates, agency partners and leaders every day.

That commitment is exemplified by the Silver Lining Classic, which celebrates its 20th anniversary in 2026. What began in 2006 as a modest fundraising golf outing has grown into one of the company’s signature community initiatives, raising more than \$5 million to support nonprofit organizations serving children, families, veterans, education, hunger relief, and community wellness throughout the Midwest.

West Bend’s impact extends far beyond a single event. In 2025, the West Bend Insurance Company Charitable Fund awarded \$3.4 million in grants to nonprofit organizations, while associates volunteered more than 8,500 hours with over 200 community organizations. Associates also contributed more

than \$370,000 through United Way campaigns and helped collect 139 units of blood during company-sponsored blood drives.

Community impact at West Bend is strengthened through collaboration. Programs like the Spirit of the Silver Lining® grants empower independent agency partners to nominate and support nonprofit organizations making a meaningful difference in their local communities.

West Bend’s greatest strength is its people. The company’s culture inspires associates to invest their time, talents and resources in the communities where they live and work—not because they’re asked to, but because serving others is simply part of who they are. Together with the company’s philanthropic investments and agency partnerships, that shared commitment demonstrates that business success and community leadership go hand in hand—bringing The Silver Lining® to the communities West Bend proudly serves.

2026 Distinguished Performer:

Inclusive culture

Hooper Corporation

Hooper’s commitment to inclusion is rooted in the principles on which the company was founded in 1913: doing business the right way and treating people with respect. More than 110 years later, those values remain central to Hooper’s mission, vision, and values, creating a workplace where employees feel appreciated, supported, and empowered to succeed.

Employee engagement & belonging

At the heart of Hooper’s culture is respectful collaboration, one of the company’s core values. This principle emphasizes valuing every voice, welcoming new ideas and perspectives, fostering camaraderie, and encouraging continuous learning and growth. By creating opportunities for employees to connect and engage, Hooper strengthens a sense of belonging across the organization.

Employee engagement initiatives include monthly wellness challenges, group and individual fitness opportunities, team lunches, and milestone celebrations. Hooper also hosts events that celebrate connection and community, including volunteer opportunities and other activities that bring employees and their families together.

Employee health and safety

Recognizing the unique challenges facing the construction industry, including mental health concerns and elevated suicide rates, Hooper prioritizes both the physical and psychological well-being of its workforce. Employees have access to free and confidential support through employee assistance programs, ethics and compliance hotlines, and other 24/7 counseling and support services. These resources complement national programs such as the 988 Suicide & Crisis Lifeline and ensure employees can seek help whenever they need it.

Equity, development and opportunity

Hooper believes that diverse perspectives drive innovation and strengthen both its workforce and the communities it serves. Working alongside its signatory union partners, Hooper has established plans to promote and hire a diverse and inclusive workforce. The company also seeks long-term partnerships with suppliers and subcontractors that share its commitment to equity and inclusion.

Through employee engagement, wellness support, equitable practices, and an unwavering commitment to respectful collaboration, Hooper demonstrates that inclusion is not just a value—it is a foundational part of how the company supports its people every day.

2026 Distinguished Performer:

Innovation

Ashley Furniture Industries, LLC

Innovation has been the driving force behind Ashley Furniture Industries for more than 80 years. Through 19 major business transformations, Ashley has grown from a small manufacturing operation in Arcadia, Wisconsin, into the world's largest home furnishings manufacturer, serving customers in 155 countries and employing more than 30,000 people worldwide.

Ashley continually invests in the future, committing billions of dollars in recent years to advanced manufacturing, technology and operational excellence, with additional investments planned. Nearly 500 robots support production across the company's global facilities, while proprietary automation systems designed by Ashley's in-house engineering teams enhance efficiency, flexibility and workplace safety. Smart factory technologies provide real-time monitoring, predictive maintenance and data-driven decision-making across one of the industry's most advanced manufacturing networks.

The company is also leveraging artificial intelligence to transform operations from the factory floor to customer engagement. AI-powered systems improve forecasting, optimize supply chains, enhance quality control, support merchandising decisions and personalize the customer

experience. Ashley views these technologies as tools that empower employees to focus on creativity, innovation and problem-solving.

A culture of innovation extends throughout the organization. Through its employee Idea Network, team members are encouraged to identify opportunities, test improvements, and scale successful solutions across the enterprise. Workforce development initiatives such as the Ashley Careers Program further support this culture by providing technical training, certifications, and career pathways for both employees and local students.

Ashley's commitment to innovation creates meaningful impact beyond its facilities. The company supports hundreds of Wisconsin businesses, generates more than \$1 billion in annual economic activity within the state, and continues to strengthen Arcadia's reputation as a center for advanced manufacturing. By combining entrepreneurial thinking, technological leadership and investment in people, Ashley demonstrates how innovation can drive growth, create opportunity and strengthen communities.

2026 Distinguished Performer:

Next-gen leadership

Great Northern

For more than 60 years, Great Northern has built its success by thinking long term—not only about our business, but about the people who will lead it in the future. We believe leadership development is not a one-time initiative; it is a business imperative that strengthens our culture, supports our customers, and ensures the long-term success of our organization.

To develop the next generation of leaders, Great Northern has established a formal Leadership Development Cohort program that brings together leaders from manufacturing, operations, corporate functions and business units across the enterprise. Through multiday workshops focused on company strategy, financial literacy, communication, coaching and people leadership, participants gain the skills and perspective needed to lead in a complex, multisite organization.

We recognize that leadership begins long before someone reaches the executive level. In addition to developing senior, midlevel, and emerging leaders, Great Northern invests heavily

in frontline supervisor development through structured training programs delivered in partnership with Wisconsin-based technical colleges and leadership organizations. These programs reinforce a consistent leadership language and culture across multiple manufacturing locations.

What distinguishes Great Northern's approach is consistency. Leadership development is embedded throughout the organization and supported by intentional succession planning, cross-functional collaboration, and a commitment to developing talent from within. Today, our growing bench of leaders is helping drive business results while positioning the company for future success.

At Great Northern, we know we cannot be a customer-centric company without first being a people-development company. By investing in leaders at every level, we are building a stronger organization, creating opportunities for growth, and ensuring Great Northern remains resilient, innovative and successful for generations to come.

Wisconsin 75 Distinguished Performer Award *judges*



Kaushal Chari, PhD

Sheldon B. Lubar Dean, Lubar College of Business
University of Wisconsin-Milwaukee

Kaushal Chari currently serves as the Sheldon B. Lubar dean and as professor of information technology management at the Lubar College of Business, University of Wisconsin-Milwaukee. He also serves (or served) on the boards of nonprofits including Junior Achievement of Wisconsin, Rotary Club of Milwaukee, and FIA of Tampa Bay. Kaushal was appointed as a member of Wisconsin Governor’s Task Force on Workforce and Artificial Intelligence. Kaushal has engaged with businesses as a board member, consultant, or advisor.

Kaushal is the winner of numerous awards including the Community Champion for Entrepreneurship Award from the Global International Entrepreneurs Organization (TiE) and the Design Science Award given by the INFORMS Information Systems Society. He has been recognized as a Notable Leader in Higher Education by *BizTimes* in 2023. Kaushal holds his PhD and MBA from the University of Iowa and his bachelor’s degree in mechanical engineering from the Indian Institute of Technology Kanpur.



Caroline V. Krider

**SVP, Relationship Manager and Milwaukee Market Leader,
Institutional Client Group
U.S. Bank**

Caroline Krider is the SVP, relationship manager and Milwaukee market leader, institutional client group and has been with U.S. Bank and its (First Wisconsin and Firststar) predecessors for more than 40 years. She currently manages a portfolio of approximately 20 large corporate relationships in Southeastern Wisconsin and Northern Illinois.

Caroline serves on the nonprofit boards of REDgen (development co-chair) and the Zoological Society of Milwaukee (executive committee, conservation committee chair, and past board chair). She previously served on the boards of the American Lung Association of Wisconsin, the American Lung Association of the Upper Midwest, IMPACT/2-1-1, the St. Francis Children’s Center, and the Wisconsin Humane Society where she served in various leadership roles. She is also affiliated with TEMPO Milwaukee.

In addition to numerous U.S. Bank awards, Caroline has received the Wisconsin Humane Society’s Volunteer of the Year Award, the Milwaukee Business Journal Women of Influence Award, the Wauwatosa Public Library Foundation’s Arthur B. Kohasky Leadership Award, and the Zoological Society of Milwaukee’s “Pan paniscus” Conservation Award.

Caroline is FINRA licensed (63 and 79) and is a graduate of Denison University (BA, economics), Marquette University’s Graduate School of Management, and the Pacific Coast Banking School.

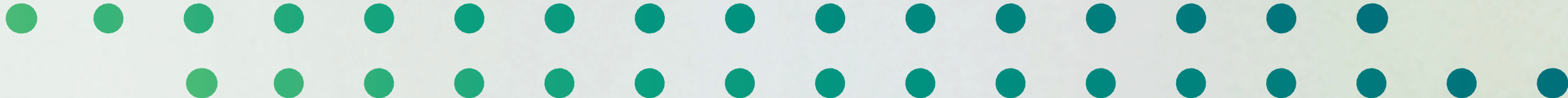


Derek L. Tyus

**Executive Vice President & Chief Financial Officer
Versiti, Inc.**

Derek Tyus is the executive vice president and chief financial officer at Versiti, Inc. In this role, he provides leadership of the finance function, information services, the continuous improvement center of excellence, facilities & supply chain, and corporate development. Prior to this role, Derek was the senior vice president and chief investment officer of West Bend Insurance Company, a super-regional property and casualty insurance carrier, where he oversaw a \$3 billion portfolio.

He has served in numerous roles with increasing responsibility over the course of his career at several organizations including Arthur Andersen, SC Johnson, and Northwestern Mutual. Derek is actively involved in the community, serving as a trustee for Marquette University and on several for-profit and nonprofit boards including Waterstone Financial, Inc., and Greater Milwaukee Foundation.



Presenting the 2026
WISCONSIN 75



Rank	Company	Location
1	 Northwestern Mutual Northwestern Mutual has been helping people and businesses achieve financial security for nearly 170 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important.	Milwaukee
2	 ABC Supply Co., Inc. ABC Supply Co., Inc. is the largest wholesale distributor of roofing, select exterior and interior building products, and outdoor solutions in North America, with more than 1,000 locations across the U.S. and Canada. Since its founding in 1982, the company has remained focused on serving professional contractors with products, services and support across major building categories. It also supports contractors through ABC Supply Interiors, Inc. (formerly L&W Supply) and ABC Supply Outdoor Solutions, a division of ABC Supply Co., Inc. (formerly Town & Country Industries).	Beloit
3	 American Family Insurance American Family Insurance, based in Madison, Wis., has been serving customers since 1927 and includes Homesite and Main Street America (MSA). We inspire, protect and restore dreams through our insurance products, exceptional service, community investments and creative partnerships. The company is the nation's 12th-largest property/casualty insurance company, ranking No. 202 on the Fortune 500 list with a current 'a+' credit rating through AM Best. The company offers American Family-brand products through a network of exclusive agency owners and nationwide through strategic partnerships.	Madison
4	 SC Johnson SC Johnson is a family company dedicated to innovative, high-quality products, excellence in the workplace, and a long-term commitment to the environment and the communities in which it operates. Based in the United States, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control, and shoe care, as well as professional products.	Racine
5	 U.S. Venture, Inc. For 75 years, U.S. Venture, Inc. has been recognized as an innovative leader in the distribution of renewable and traditional energy products, lubricants, tires, parts, and using data-driven insights to manage energy and information in the global movement of goods. Through the values lived by their family of brands, U.S. Energy®, U.S. AutoForce, Breakthrough®, U.S. Lubricants, and IGEN®, U.S. Venture seeks new ways to drive business success while being steadfast in its commitment to making the world a better place.	Appleton

Rank	Company	Location
6	 Uline Uline, a family-owned business, is the leading distributor of shipping, industrial and packaging materials to businesses throughout North America. For over 45 years, we've stayed committed to providing the highest levels of service and quality products to our customers.	Pleasant Prairie
7	 Kwik Trip Kwik Trip is a family-owned company that serves customers with more than 925 convenient, clean retail convenience stores and also produces more than 80% of the products featured in the stores supplied by its own commissary, bakery, dairy and distribution centers located in La Crosse and DeForest, Wisconsin.	La Crosse
8	 Ashley Furniture Industries, LLC Ashley Furniture Industries, LLC (Ashley) believes that everyone deserves more value for their money. Established in 1945, Ashley is the largest manufacturer of home furnishings in the world. From design through fulfillment, Ashley is committed to delivering the world's best home furnishing values, selection and service, while continuously improving quality and efficiency to serve customers and communities around the globe.	Arcadia
9	 Schreiber Foods Schreiber Foods believes in doing good through food®—every single day. Based in North America, Schreiber is a global leader in customer-brand cream cheese, natural cheese, process cheese, beverages and yogurt. With a team of more than 10,000 dedicated employees and a presence on five continents, the company is proud to be a trusted partner and an essential ingredient in its customers' success. But its impact goes beyond business—Schreiber recognizes its responsibility to do good in the world and is driven to make a difference in everything it does.	Green Bay
10	 Epic Epic develops software to help people get well, help people stay well, and help future generations be healthier. More than 325 million patients have a current electronic record in Epic. Our software is used in 16 countries in academic medical centers, community hospitals, children's organizations, dental clinics, payers, specialty diagnostics laboratories, and more.	Verona

Rank	Company	Location
11	 Sentry Sentry Insurance is part of one of the strongest and most financially secure mutual insurance groups in the United States, holding a Financial Strength Rating of A+ (superior) from AM Best, as of June 2025. Sentry and its subsidiaries offer property and casualty insurance, nonstandard auto insurance, life insurance, annuities, and retirement programs for businesses and individuals nationwide. Headquartered in Stevens Point, Wisconsin, Sentry employs 6,300 associates across 19 locations in the U.S.	Stevens Point
12	 TruStage TruStage® is a financially strong insurance and financial services provider, built on the philosophy of people helping people. We believe a brighter financial future should be accessible to everyone, and our products and solutions help people confidently make financial decisions that work for them at every stage of life.	Madison
13	 MICHEL'S Founded in 1959 in Brownsville, Wisconsin, Michels has grown from a local contractor into one of the nation's leading energy and infrastructure construction companies. This growth has been driven by a combination of strategic acquisitions, organic expansion, and a forward-looking approach to meeting customers' evolving needs. Today, Michels operates across a broad range of sectors—including civil construction, energy and energy transition, mission critical, transportation, and water and wastewater—delivering complex projects with consistent quality and expertise.	Brownsville
14	 BAIRD Established in 1919, Baird has more than 5,400 associates serving the needs of individual, corporate, institutional and municipal clients. Baird has more than \$560 billion in client assets as of December 31, 2025. Committed to being a great place to work, Baird ranked No. 16 on the 2026 Fortune 100 Best Companies to Work For® list – its 23rd consecutive year on the list.	Milwaukee
15	 acuity INSURANCE Acuity Insurance is a leading provider of insurance solutions, delivering exceptional coverage and customer service to individuals and businesses in more than 30 states. With over \$3 billion in annual written premium and assets exceeding \$8.5 billion, Acuity is headquartered in Sheboygan, Wisconsin, and employs nearly 1,900 people.	Sheboygan

Rank	Company	Location
16	 GREEN BAY PACKAGING Started in 1933, Green Bay Packaging is a family-owned, vertically integrated company consisting of corrugated box plants, a folding carton facility, recycled and virgin containerboard mills, pressure-sensitive label roll stock plants, timberlands, a paper slitting operation, and a sawmill facility. Headquartered in Green Bay, Wis., Green Bay Packaging employs over 5,400 team members and operates 41 facilities in 18 states, each with a dedication to innovative development of its products and forestry resources, with a focus on safety, sustainability, quality, and continuous improvement.	Green Bay
17	 MENASHA CORPORATION Menasha Corporation is a leading corrugated and plastic packaging manufacturer, contract services resource, and supply chain solutions provider. Headquartered in Neenah, Wisconsin, Menasha Corporation has two primary operating companies: Menasha Packaging Company and ORBIS Corporation. Together, Menasha Corporation's companies manufacture products and provide services that are used by major food, beverage, consumer products, health care, pharmaceutical, industrial, and automotive companies.	Neenah
18	 Quartz Quartz is a locally rooted, provider-owned health plan that connects coverage with care. Working closely with trusted doctors, clinics, and hospitals, we align health plans with providers so members experience simpler, more coordinated care. Backed by leading regional health systems—including UW Health, Emplify Health, Aurora Health Care, and UnityPoint Health—Quartz combines strong provider partnerships with personalized, local service. Serving more than 325,000 members, we offer innovative benefits, wellness programs, and dedicated support connected to the communities we call home.	Madison
19	 Quad Quad is a marketing experience company that helps brands make direct consumer connections, from household to in-store to online. The company's MX Solutions Suite is a comprehensive range of marketing & print services that integrate creative, production and media solutions across online & offline channels. Supported by technology & data-driven intelligence, Quad simplifies the complexities of marketing. The company tailors its flexible, scalable & connected solutions to client's objectives, driving efficiencies, strengthening marketing effectiveness and delivering value on client investments.	Sussex

Rank	Company	Location
20	West Bend Insurance Company  For over 130 years, West Bend Insurance Company has delivered trusted insurance solutions for home, auto, and business. Renowned for its strong agency relationships and commitment to integrity, West Bend combines ethical underwriting with fast, fair claims service. With property, casualty, and workers' compensation offered in 14 states, and surety coverage available nationwide, the company continues to earn the respect of its independent agency network by building policyholder trust—because the worst brings out our best®, and that's The Silver Lining®.	West Bend
21	Faith Technologies Incorporated (FTI)  Faith Technologies Incorporated™ (FTI) is a dynamic organization comprised of construction, engineering, manufacturing and renewable energy experts. We create success for our partners and team members through innovation and expertise, rethinking how energy is designed, applied and consumed and providing solutions that go beyond the ideas of today. Our organization is intentionally structured to create comprehensive efficiencies, deep expertise and continuous innovation, bringing together the strengths of our brands under the unified market presence of FTI.	Menasha
22	Bergstrom Automotive  We're proud to be Wisconsin's #1 automotive marketplace. We're a family-owned company built on trust, integrity and a commitment of delivering great guest service. Headquartered in Neenah, Wisconsin, our team operates over 50 locations across the state and we represent 34 brands. From new and pre-owned vehicles to expert service and financing, we're here to deliver a world-class experience at every turn.	Neenah
23	Johnsonville  Founded in 1945 by Ralph F. and Alice Stayer as a small butcher shop, Johnsonville is now the leading national sausage brand, with more than 80 varieties sold across 40-plus countries and served in over 75 sports stadiums in the U.S. The company remains family-owned and privately held, employing nearly 4,000 sausage-obsessed team members globally.	Johnsonville
24	Masters Gallery Foods  Founded in 1974, Masters Gallery Foods is a family-owned company specializing in cheese packaging and distribution. It employs over 1,300 people across facilities in Plymouth and Oostburg, Wisconsin, and Willows, California. The company produces shredded, chunked, sliced, and snack cheeses for private label retail, food service clients, and wholesale distributors across the United States. It also supplies bulk cheese to converters, food manufacturers, and ingredient users worldwide.	Plymouth
25	Trek  Trek Bicycle is a bicycle and cycling product manufacturer, distributor, and retailer under brand names Trek, Electra, Bontrager, and Diamant Bikes.	Waterloo

Rank	Company	Location
26	Sargento  With 2,500 employees and \$1.7 billion in net sales, Sargento is a family-owned company that has been a leader in cheese for more than 70 years. Founded in 1953 in Plymouth, Wisconsin, Sargento is proud to be the company that successfully introduced America to pre-packaged sliced and shredded natural cheeses and cheese blends. Today, Sargento is still based in Wisconsin, where they manufacture and market amazing shredded, sliced and snack natural cheese products, as well as ingredients. Company leadership lives to serve local communities and employees, whom they refer to as the Sargento Family.	Plymouth
27	Miron Construction Co., Inc.  Miron Construction Co., Inc., one of the largest building contractors in Wisconsin, provides innovative preconstruction, construction management, design-build, industrial and general construction services to various markets nationwide. The 108-year-old private company is headquartered in Neenah, WI, with regional offices throughout the state and in Cedar Rapids, IA, and Marquette, MI. As one of the nation's premier construction firms, Miron strives to bring dreams to life by living out its core values of staying grounded, thinking big, rallying together, digging deep and building legacies.	Neenah
28	Charter Manufacturing  Charter Manufacturing is a family-owned group of differentiated metals manufacturing businesses headquartered in Mequon, Wis. Founded in 1936, the company employs more than 2,300 employees across its corporate location and four businesses– Charter Steel, Charter Casting, Charter Wire, and Niles Iron & Metal. The Will to Grow and an unwavering commitment to our employees, customers and communities drive our success.	Mequon
29	The Boldt Group, Inc.  The Boldt Group is a family of companies driven to transform the built environment and beyond, through innovation, Lean methodology and continuous process improvement. Headquartered in Appleton, Wisconsin, our employee-owned businesses focus on creating extraordinary opportunities for employees, partners, customers and communities. The Boldt Group companies serve customers nationwide.	Appleton
30	The DeLong Co., Inc.  The DeLong Co., Inc. is a sixth-generation, family-owned company headquartered in Clinton, Wisconsin. Since 1913, DeLong has been a leader in grain trading, exports, agronomy, seed, transportation, crop insurance, and wholesale services across the U.S. Operating 39 locations and six divisions, the company is the largest U.S. container exporter of agricultural products and the third-largest exporter of all containers. DeLong recently broke ground on a new agricultural export facility in Portsmouth, Virginia, expanding its global export capabilities.	Clinton

Rank	Company	Location
31	 Brakebush Founded in 1925 in Westfield, Brakebush Brothers began with a single truck and has grown into a national leader in further-processed chicken. Still family-owned, we serve a wide range of customers—including restaurants, schools, health care, and the US military—through five plants and a private transportation fleet. With nearly 3,000 employees, we remain committed to quality, innovation, and integrity.	Westfield
32	 Walbec Group Walbec produces high-quality construction materials and delivers unparalleled professional design, engineering, and construction services with its six companies, including Payne and Dolan, Northeast Asphalt, Zenith Tech, Parisi, Premier Concrete, and Construction Resources Management. Our customers challenge us to deliver cost-effective, expert solutions for infrastructure design, engineering, and construction needs. While we are often associated with state, municipal, and federal projects, we also complete many site projects for public or private organizations spanning various industries.	Waukesha
33	 Boucher Automotive Group Boucher Automotive Group is a family-owned automotive dealership network serving communities across Wisconsin. Known for its wide selection of new and pre-owned vehicles, the group represents multiple major brands and emphasizes competitive pricing, transparency, and customer satisfaction. Boucher offers a full range of services, including financing, leasing, maintenance, and repairs through certified service centers. With a strong local presence and decades of experience, Boucher prides itself on riding with customers every mile, before, during, and after the sale of their vehicle.	Greenfield
34	 SECURA Insurance SECURA Insurance, headquartered in Neenah, Wis., is a regional group of property-casualty insurance companies operating in 13 states. Approximately 550 independent insurance agencies represent the group, which provides a broad range of competitive commercial, agribusiness, farm, nonprofit, and special events products. SECURA is known for providing exceptional service to its agents and policyholders since 1900 and is rated A (Excellent) by A.M. Best. It is also a certified Great Place to Work.	Neenah

Rank	Company	Location
35	 Findorff Findorff is an employee-owned construction company based in Wisconsin and building throughout the United States. Since 1890, Findorff has delivered award-winning craftsmanship to projects in education, healthcare, multifamily, science and technology, and more. Findorff was recognized as Wisconsin's 2025 Builder of the Year, as well as a top green contractor both regionally and nationally. Beyond construction, Findorff strives to positively impact employees, clients, and communities. Giving back and making a difference are core beliefs, and where Findorff finds true value in the industry.	Madison
36	 JP Cullen For 134 years, our fifth-generation, family-owned business has delivered some of the most complex and high-profile government, education, healthcare, commercial, industrial and historic restoration projects across Wisconsin and throughout the United States. Today, we are a \$900+ million construction management and general contracting firm, trusted to manage complex, industry-wide projects, from large scale builds to developments.	Janesville
37	 KI KI is a manufacturer and marketer of furniture and architectural wall systems solutions for education, healthcare, government and corporate markets. The employee-owned company is headquartered in Green Bay, WI and operates sales offices and manufacturing facilities in the United States, Canada, Latin America, and Europe. KI tailors products and service solutions to the specific needs of each customer through its unique design and manufacturing philosophy.	Green Bay
38	 Great Northern With more than 1,500 employees at 11 locations in the U.S., Great Northern services customers in the United States, Canada, Mexico, Europe, and parts of South America. Great Northern is a leading developer and manufacturer of creative solutions for packaging, shipping, merchandising and distributing products for industrial, commercial, and retail customers. Great Northern is one of the country's largest independent producers of corrugated packaging.	Appleton
39	 RJ Schinner For 75 years and four generations, RJ Schinner has been a family-owned and operated leader in the wholesale distribution industry servicing the food service, lodging, grocery, janitorial supply and office supply markets. RJ Schinner is the largest independent redistributor in the United States. Our customers benefit from our enhanced flexibility and quick-to-market operation.	Menomonee Falls

Rank		Company	Location
40		Fox World Travel Fox World Travel is a leading global travel management company headquartered in the U.S. with 66 years of success serving corporate, meeting and vacation travelers. Our focus on the traveler experience has led to sustained growth, industry recognition and long-term partnerships with national and multinational organizations around the globe.	Oshkosh
41		Russ Darrow Automotive Group Russ Darrow Group operates franchised automobile dealerships who are engaged in the sale and leasing of new & pre-owned vehicles, collision repair, parts, service and maintenance repairs and nationwide fleet and leasing company.	Menomonee Falls
42		Stoughton Trailers Stoughton Trailers is a top 5 manufacturer of semi-truck trailers in North America. The family-owned company designs, manufactures, and markets dependable semi-truck trailers, agricultural trailers, and intermodal equipment used for over-the-road trucking. Stoughton Trailers provides one-stop build, finance, rental, parts, and fleet solutions. Our customers include the most recognizable names in the trucking, retail, and logistics business.	Stoughton
43		Promega Promega is a global life sciences company headquartered in Madison, Wisconsin. Since 1978, it has developed tools that support scientists in molecular biology, clinical diagnostics, forensics, and more. With over 4,000 products used in 100+ countries, Promega operates branch offices and manufacturing sites worldwide. The company's technologies drive discovery, improve health, and address global challenges through an innovative culture and a commitment to purpose-driven science.	Madison
44		Lakeside Foods Lakeside Foods is a trusted supplier of frozen and canned food products for retail, food service, and industrial customers. Our story began in 1887 as a small pea-canning operation on the shores of Lake Michigan. Today, we operate 15 facilities producing canned and frozen vegetables, smoked sausage and meat sticks, frozen desserts, frozen appetizers & snacks, and canned pet food—serving customers across the United States and in 14 countries worldwide. Lakeside Foods is family-owned and proudly based in Manitowoc, Wisconsin.	Manitowoc

Rank		Company	Location
45		Palermo Villa, Inc., d.b.a. Palermo's Pizza Palermo Villa, Inc. has been making quality pizza in Milwaukee for over 60 years. Products include Palermo's, Screamin' Sicilian, Urban Pie Pizza Co., and Connie's Pizza— all manufactured under the Palermo Family of Brands. Palermo's is also the nation's leading producer of private label retail brands.	Milwaukee
46		J. F. Ahern Co. Ahern is a mechanical and fire protection contractor specializing in HVAC, plumbing, building controls, sprinkler, extinguisher & alarm, and industrial fabrication for construction and service projects. The company has been in operation since 1880 and boasts a workforce of over 1,900 highly skilled employees who serve commercial and industrial clients across the United States. Ahern has extensive knowledge and experience in handling new construction and retrofit projects, servicing existing facilities, and providing modular prefabrication solutions that help minimize your project risk.	Fond du Lac
47		JX Enterprises, Inc. JX Enterprises is a third-generation, family-owned holding company. Beyond JX Truck Centers, its portfolio includes WJ Halberstadt Transportation, JX Leasing, JX Rentals, JX Financial, Alltrux Capital, Total Appearance, Amcan, and Alltrux Parts. The organization's identity is further defined by its ownership of Marquette Mountain Resort and the JX Gives Back Family Foundation.	Hartland
48		Hooper Corporation Hooper is a well-respected electric power and mechanical contractor headquartered in Wisconsin serving both commercial and residential clients. From constructing substations and high-voltage lines for utility partners, to fabricating and installing complex plumbing, process piping, fire protection and HVAC systems, Hooper helps connect people to the resources they need.	DeForest
49		IEWC IEWC is an employee-owned global provider of wire, cable, and engineered solutions for the industries powering and connecting the world. With 22 locations across the globe and a team of over 1,000 employees, IEWC has been delivering innovative connectivity for over 60 years, serving the world's most demanding applications. Backed by a culture of innovation and consistently recognized as a top workplace in the U.S., IEWC is committed to its people, its customers, and delivering the expertise that keeps the world's most critical industries moving.	New Berlin

Rank	Company	Location
50	 AriensCo AriensCo is a Brillion, Wisconsin-based, family-owned manufacturer with a legacy of innovation dating back to 1933. Known for its Ariens and Gravelly brands, the company produces industry-leading snow removal and commercial turf equipment. AriensCo extends its impact beyond manufacturing through a commitment to hospitality, including the Ariens Nordic Center, a premier destination for outdoor recreation and community events. With deep Wisconsin roots, the company is guided by quality, customer focus, and a people-first culture.	Brillion
51	 CG Schmidt Founded in 1920 and now in its fifth generation of family leadership, CG Schmidt is one of Wisconsin's leading construction management and general contracting firms. Headquartered in Milwaukee, the company partners with clients across the education, healthcare, senior living, multifamily, industrial, corporate, and community sectors to deliver high-quality, impactful projects. Known for its relationship-driven approach, innovation, and commitment to community involvement, CG Schmidt is dedicated to building facilities that improve lives and strengthen the communities it serves.	Milwaukee
52	 Husco Husco is a family-owned, global leader in engineering and manufacturing hydraulic and electro-mechanical control systems for Automotive and Off-Highway applications. Headquartered in Wisconsin, the company combines deep technical expertise with a high-performance culture centered on innovation and intelligent risk-taking. Husco's sustained growth is driven by strong OEM partnerships, global operations, and a commitment to operational excellence, paired with a belief that business success should create lasting value for employees, customers, and communities.	Waukesha
53	 Jewelers Mutual® Group Founded in 1913 by Wisconsin jewelers, Jewelers Mutual® Group protects the industry it calls home and the customers who love what it creates. Headquartered in Neenah, Wisconsin, the company serves nearly two million customers across North America and Australia as an integrated insurance, technology and business solutions provider. Backed by 39 consecutive "A+ Superior" ratings from AM Best, as of November 2025, Jewelers Mutual continues to strengthen jewelers, protect consumers and advance the industry it serves.	Neenah

Rank	Company	Location
54	 Ewald Automotive Group, LLC Ewald Automotive Group was founded in 1964 and is owned and operated by Craig, Brian, Tom, Eric, Jay and Brett Ewald. The company is a leader in "Making it Easy" providing transportation solutions through the sale and leasing of new and pre-owned vehicles, service repair, parts and accessory sales, auto/truck/EV collision repair, body and paint work. Located in Southeastern Wisconsin, in the Metro Milwaukee and surrounding areas, they operate ten auto, truck, and RV dealerships representing Chrysler, Jeep, Dodge, Ram, Chevrolet, Buick, GMC, VW, KIA and Airstream Travel Trailers and Drivables.	Delafied
55	 Werner For more than 75 years, Werner has helped customers power, automate, and optimize their operations. With over 500 employees across 14 locations in Wisconsin and Michigan's Upper Peninsula, Werner combines industry expertise, leading technology partners, and end-to-end support to solve complex challenges and drive meaningful business outcomes. From electrical and automation solutions to advanced technology and services, Werner delivers what customers need to operate more efficiently, reliably, and successfully.	Appleton
56	 Roehl Transport Roehl Transport is one of North America's safest trucking companies as recognized by the American Trucking Associations (ATA). Based in Wisconsin, Roehl has locations across the United States. Roehl offers transportation services to move truckload freight with solutions that range from refrigerated and dry van to flatbed, curtainside, specialized and dedicated operations. Roehl also provides truck driving jobs, including on-the-job CDL training, for drivers who are looking for a long-lasting career with a forward-thinking, driver-oriented company that is built on values.	Marshfield
57	 ETC ETC is a Wisconsin-based manufacturer of lighting and rigging control systems for entertainment, architectural and commercial applications. ETC is recognized for installations all over the world, from opera, theater, and schools to museums, conference centers and public monuments. Our company's foundation is innovation in product design and manufacturing, combined with relentless dedication to making our customers successful. The key to our success is our focus on the ETC community and excellence of individual employee contributions.	Middleton

Rank	Company	Location
58	 EVANS Founded in 1985, Evans is a family-owned, full-service, third-party provider of custom logistics solutions for a diverse range of North American shippers in a range of industries, including automotive, chemicals and plastics, energy and oil, food and beverage, healthcare, manufacturing, technology, and electronics. A private company based in Wisconsin fueled by more than 40 years of industry experience and an uncommonly dedicated team, Evans is a single-source, end-to-end transportation management provider.	Delafield
59	 Hy Cite Founded in 1959 in Middleton, Wisconsin, Hy Cite helps families thrive by offering accessible, premium kitchenware. With more than 1,378 employees in seven countries, across the U.S., Mexico, and South America, the company supports 8,500+ independent distributors. Hy Cite is a leader in direct selling and provides a strong business opportunity based on ethical practices. This year, the company ranked 16th in product category on the DSN Global 100 List. Through its commitment to quality, service, and family well-being, Hy Cite continues to make a positive impact in the communities it serves.	Middleton
60	 FIRST SUPPLY First Supply has a rich history of service to the building community. Originally incorporated in 1897 as a family-owned supplier of pumps and windmills, this growing company has evolved into the single source supplier that most Midwestern contractors rely on for plumbing, HVAC, municipal, waterworks, well & septic, builder, PVF and industrial supplies. Recognized nationally as a leader in the industry, we're focused on maintaining the best support staff and most reliable products available to contractors today.	Madison
61	 KRIETE TRUCK CENTERS Kriete Truck Centers has been earning customer trust through honesty and proven expertise for more than 70 years. Currently operating 10 locations across Wisconsin, Kriete offers the full line of Mack, Volvo, Hino, and Isuzu trucks, Autocar terminal tractors, and seven equipment-trailer lines. Kriete also provides parts for all truck makes and models, industry-leading financing and leasing solutions, and a team of skilled service technicians dedicated to maximizing customer success at every turn.	Milwaukee

Rank	Company	Location
62	 Hunzinger Construction Company Hunzinger is a 4th generation, family and employee-owned company, continuously serving the construction industry since 1907. One of Wisconsin's premier CM/GC firms, we are leaders in building complex industrial manufacturing, office and school projects. We are dedicated to achieving excellence in the marketplace by understanding and exceeding customer expectations through integrity, honesty, and ethical conduct. Tradition, quality, safety, and attention to detail result in long-lasting client relationships built on trust, and the highest level of professionalism. We always "Do the right thing".	Brookfield
63	 MGS A global provider of healthcare contract development and precision component plastics manufacturing solutions, MGS accelerates the delivery of vital innovations. We do this by combining robust, vertically integrated global capabilities – from first sketch to final solution – with the strong customer focus and seamless collaboration of an agile partner. That's why we're the healthcare CDMO of choice for today's leading Pharma, Diagnostic and MedTech companies.	Germantown
64	 J. J. Keller & Associates, Inc. As a family-owned company since 1953, our purpose at J. J. Keller & Associates, Inc. is to protect people and the businesses they run. Today, 500,000+ companies across North America rely on our expert insights to create safe work environments and simplify complex government regulations. Transportation, construction, utility, healthcare, education and industrial organizations trust our diversified portfolio of solutions – cloud-based management tools, consulting, professional services, training, forms, PPE and safety supplies – to safeguard workers, reduce risk and build operational confidence.	Neenah
65	 JOHNSON FINANCIAL GROUP Johnson Financial Group is a family-owned comprehensive financial services company. Clients can expect strong family values and dedicated associates engaged in our communities today and for generations to come. Our experienced advisors are ready to help individuals, families, and organizations meet a lifetime worth of evolving financial needs in banking and wealth.	Racine
66	 LAFORCE LaForce is a leading distributor of commercial door opening products, services, and security solutions. We have extensive experience with projects of all sizes, from new commercial buildings to remodel and retrofit projects. LaForce has experience in a variety of industries such as education, healthcare, manufacturing, government, multi-family housing, and more. We pride ourselves on being a solutions provider and building strong relationships with our customers.	Green Bay

Rank	Company	Location
67	 ZILBER LTD.	Milwaukee
	Zilber Ltd. is a diversified real estate company that develops, owns and markets housing, commercial property and multi-family properties under its Homes by Towne, Towne Island Homes, Zilber Property Group and Zilber Residential Group brands. Zilber Ltd. is majority-owned by the Zilber Family Foundation, a private grant-making institution committed to fostering the well-being of individuals, families and neighborhoods.	
68	 inpro	Muskego
	Inpro is a manufacturing company with an obsessive commitment to protecting the appearance of buildings and the health and safety of people who use them. Inpro is the premier global manufacturer of door and wall protection, washroom systems, expansion joint systems, elevator interiors, privacy systems, commercial window treatments, and architectural signage.	
69	 Astronautics	Oak Creek
	Astronautics Corporation of America, headquartered in Wisconsin since 1959, is a global leader in the design, development and manufacture of avionics equipment and systems for the aerospace and defense industry. Key products include digital displays, connected aircraft and airborne cyber solutions and integrated avionics systems for fixed- and rotary-wing aircraft. Key customers include Airbus, Boeing, and Bell. Astronautics is the parent company of Kearfott Corporation, headquartered in New Jersey, known for its guidance, navigation, and motion sensor products for sea, land, air, and space.	
70	 Foth	De Pere
	Foth is a 100% member-owned science and engineering consulting firm headquartered in Wisconsin, with over 85 years of success. Our members are dedicated to solving our clients' toughest science and engineering challenges. Consistently ranked by Engineering News Record in the top 150 firms, we offer a values-based, collaborative, and flexible work environment with professional growth opportunities.	
71	 ZIGNEGO	Pewaukee
	Zignego Group has been building urban, highway, and interstate construction projects across the state of Wisconsin since 1954, and across the United States since 2018. The group has three operating entities. Zignego Company, Inc. is a general contractor in Wisconsin that focuses on highway and interstate construction. Zignego Ready Mix is a concrete supplier for Southeastern Wisconsin. Z Mix USA is a national ready-mix supplier that specializes in wind farm and other remote construction projects. Zignego is family-owned and proud to be part of the Wisconsin construction industry.	

Rank	Company	Location
72	 Keller	Kaukauna
	Keller, Inc. is an award-winning, 100% employee-owned design/build general contractor headquartered in Kaukauna, Wisconsin, with additional offices in Madison, Milwaukee and Wausau. With on-staff architects, interior designers, project managers, and more than 180 skilled teammates in the field, Keller serves a wide range of industries, including manufacturing, healthcare, financial, warehouse, agricultural and municipal markets. Keller builds new facilities, enhances existing spaces and supports long-term growth.	
73	 Tri-North	Fitchburg
	Tri-North is a trusted and national commercial construction partner. Having served the construction industry for over 40 years, our services include pre-construction, general construction, construction management, design build, cost estimating, self-performed work, LEED consulting, and more.	
	As an employee-owned company, Tri-North places a strong emphasis on team members and their families, as well as fostering a fun, diverse, and interesting workplace.	
74	 vjs	Pewaukee
	Based in Wisconsin for more than 78 years, VJS Construction Services has served as a leading construction manager, general contractor, and design-builder, playing a pivotal role in shaping and revitalizing communities throughout Wisconsin. The firm's areas of expertise span various sectors, including Senior Living, K-12 Education, Higher Education, Multi-Family Housing, Corporate, Civic / Community, Manufacturing, Healthcare, and Aviation markets.	
75	 QPS	Brookfield
	QPS Employment Group specializes in creating custom staffing plans for clients in industrial, skilled trades, office/clerical and professional settings. We offer temporary, temp-to-hire and direct hire opportunities. When QPS opened its doors in 1985, we did so with an appreciation for one simple truth: the right job has the power to change lives. We've spent the past 40+ years helping companies find the talent they need to improve their bottom line and helping job seekers find work that's both meaningful and rewarding. We are proudly 100% employee-owned.	



Eligibility *requirements*

A company must meet the following criteria:



Location
Must be headquartered in Wisconsin.



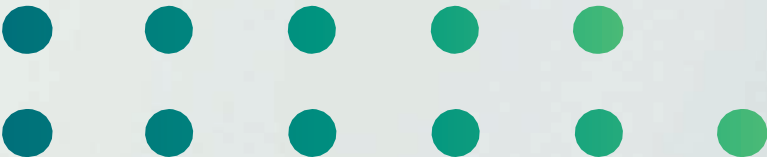
Ownership
Must have a majority ownership (50+ percent) by an individual, individuals, family, employee stock ownership plan (ESOP), or private equity firm. Public companies (i.e., a company whose voting stock is listed on any exchange or actively traded over the counter) are eligible when greater than 50 percent of the value or vote of the shares are owned by individuals, family, ESOP, or private equity.



Sales
Must have at least \$50 million in annual sales revenue. The 75 companies will be ranked by sales revenue. Parent companies must submit a single aggregate figure, including subsidiaries, rather than separate subsidiary forms. Annual sales revenue should match the amount on the company's financial statements. Deloitte Services LP keeps the information confidential.



Type of business
Excludes cooperatives and accounting, tax, legal and consulting services companies. Each company must designate a primary industry on the nomination form to be considered.



Wisconsin

Local focus, global reach

Our Wisconsin practice has a long-standing commitment and reputation for excellence that has been earned through the high-quality work and attention we offer to our clients. Our professionals have deep experience that matches the varied and growing needs of both emerging and developed industries in the region that help make this community so vibrant.

Our professionals represent many perspectives. Some of us have deep roots in the area. Some of us found our way here from afar. But all of us are proud of the central role we play, advising Wisconsin companies of all sizes and maturity as they focus on their goals, and helping build Wisconsin's story of innovation, prosperity and perseverance.



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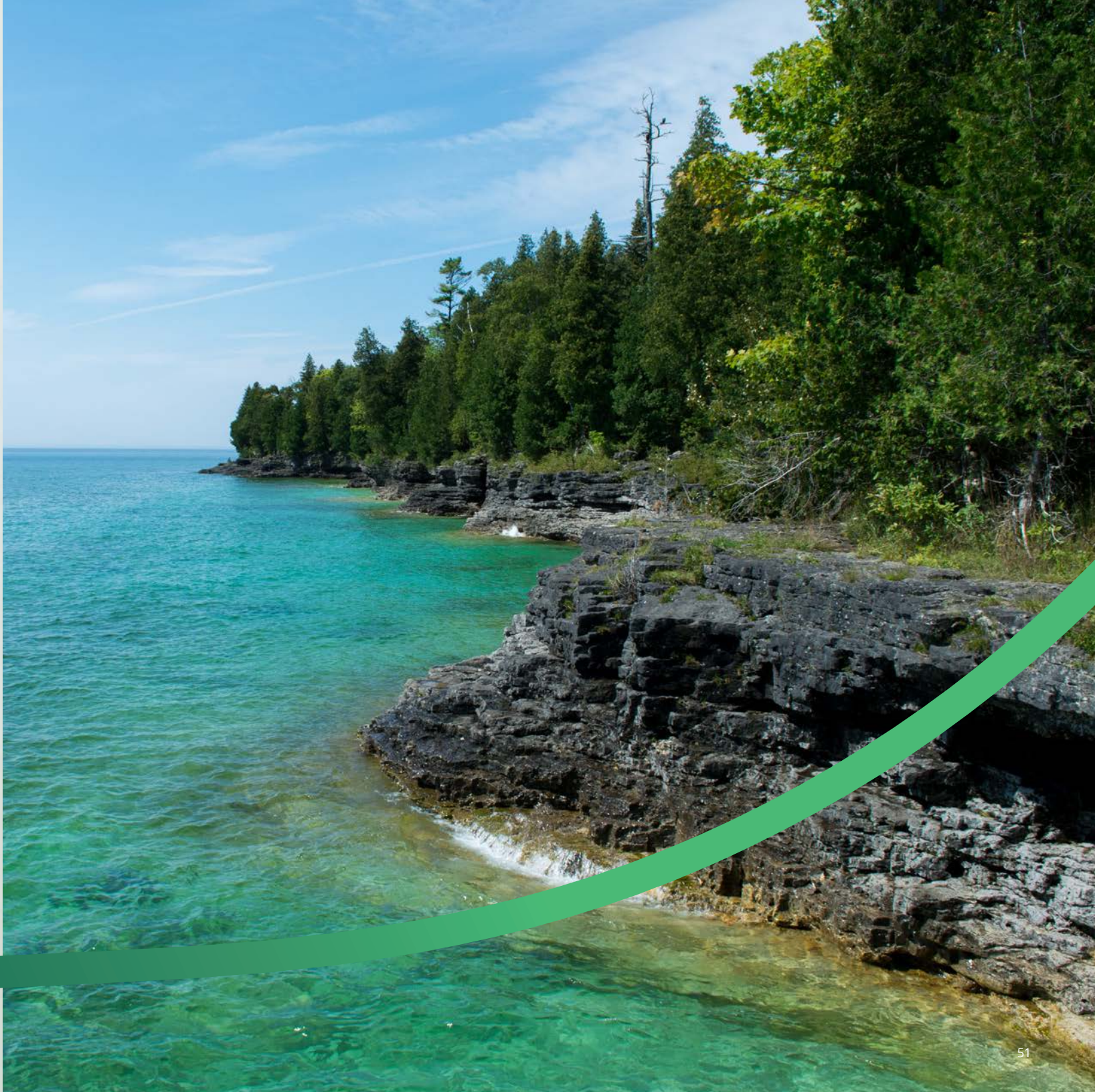
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